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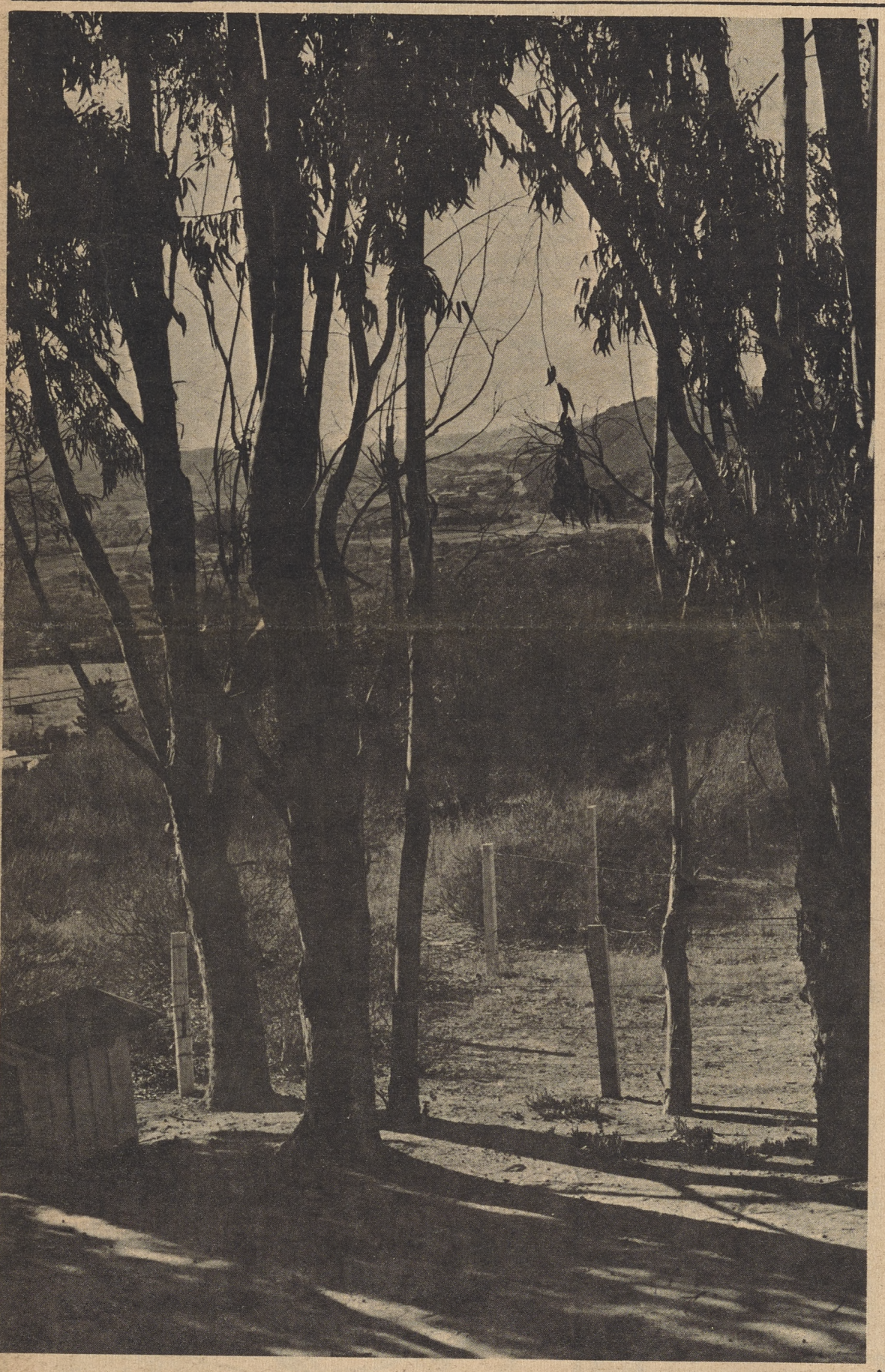
Carmel Valley Outlook

VOL. 4 NO. 28 JULY 18, 1963 CARMEL VALLEY, CALIFORNIA 10 CENTS PHONE MA 4-8390



GEORGE T. C. SMITH PHOTO

Through the cluster of eucalypti atop Rancho Tierra Grande, this view looks west along the Valley floor, essentially unchanged, although cuts for new streets and homesites have greatly altered the face of the new subdivision as seen from Carmel Valley Road below.

County to Share Road Consultant Fee

Without a murmur, the Board of Supervisors voted earlier this week to assume half the fee of the consultant retained by the Valley's property owners' associations to plan the widening of CV Road while preserving its scenic character.

A report from the Road Commissioner, the County Administrative Officer, and the Planning Commission Staff unanimously recommended the action, which was taken forthwith. Noting that the estimate for a plan all the way from Highway One to the village was a total of $2000, the county placed a ceiling of $1000 on its contribution. CVPOA president John Sigourney had sat patiently for two hours waiting to speak in defense of the request, but no defense was needed.

One question was raised by a CV resident: a letter signed by Lucille Chambers inquired how, if the county could not afford a full-time deputy sheriff for the Valley, it could consider spending money for a road consultant. The letter was duly noted and filed.

The hearing before the Planning Commission on plan-lines for widening CV Road, originally scheduled for August 13, has been moved back to the agenda for July 30, as the August meeting is considered unlikely to command a quorum of commission members.

At the July 30 meeting, Road Commissioner Bruce McClain will recommend a continuance until Sept. 11, in view of the fact that a private consultant has been retained to help design new lines

(CONT. ON PG. 10)

Carmel Wins Peninsula Babe Ruth Championship

Carmel's team won the championship of Carmel Babe Ruth League, Inc. last Sunday in a no-hit game pitched by David Marvin for a final score of 8-0. Larry Thompson made the big hit of the game for Carmel with a triple. Marvin also made several hits.

Last week the Carmel team was pictured on the front page of this paper for winning the championship of the National League Division. Sunday they played the American League Division to win the all-Peninsula Babe Ruth title. Of the 15 team members, 9 boys, including Marvin, are Valley boys. George Thaler of Rancho Rio Vista is manager, and brothers Gordon and Miya Miyamoto of Carmel Valley are coaches.

Business firms and organizations sponsoring the boys on the team this year were: Pilot Market, Village Laundromat, Carmel Sports Shop, Nielson Brothers, Shoe Box, Robert Little, Elks Club 1285, Hudelson & Myers, Spencer's House of Cards, J. O. Handley, Kip's Meat Market, Comstock Associates, Burgess Auto Service, Pine Inn, and Shreve Archer.

RANCHO TIERRA GRANDE IS READY

The first unit of Rancho Tierra Grande subdivision will be completed by the end of this month, Paul Porter, developer, announced early this week. Utilities, completely underground, are now installed and work has begun on the paving of roads.

When roads are completed, landscaping of the entrance will be undertaken according to a design executed by CV's well-known Sted Wood; the striking sign now erected at the entrance is also his design.

Within a year, Porter predicts, the homes in Rancho Tierra Grande will look down upon a seven-acre shopping center

(CONT. ON PG. 10)

15th Annual Roundup
OF THE
Carmel Valley Horsemen's Association
Save This Date
Sunday, Aug. 11
Watch for entry blanks starting next week at your favorite saddlery or store in CV Village.
(Or write CV Horsemen, Box 282, Carmel Valley)
This ad donated by the OUTLOOK

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Carmel Valley Outlook

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Entered as second class matter at the Post Office in Carmel Valley, California. Decreed a newspaper of general circulation on October 6, 1961, in Superior Court, County of Monterey, Decree No. 52029.

Russell Branch, Publisher Betty Branch, Editor
Bob Stuart, Business Manager; Barbara Williams, Art; Marjory Lloyd, Outlook-on-Carmel; Margaret Desjarlais, Secretary; Dorothy Reed, Special Assignments; Lee Mixon, Office.

BITS & PIECES by ye editor

Whither the Chamber ?

Last weekend questionnaires were distributed by the Outlook to most of the business people in the Valley. One purpose was to provide information regarding any local trends in business -- for most merchants and resorts, is it better or worse than last year, and to what degree? Another purpose was to assess the general feeling regarding present and future directions of the Chamber of Commerce. News that membership in the Chamber had dropped from 119 last year to about 85 this year suggested that some evaluation might be useful.

Any business person (whether a member of the Chamber or not) who did not get a questionnaire may have one by the simple expedient of a phone call (MA 4-8390).

Meanwhile, answered questionnaires are already arriving in our postbox, despite the dour prediction of one well-established purveyor who told us flatly that "no one would answer" because "it's too inquisitive -- and everybody will be able to guess who did the answering." (Never mind, none of us is right ALL the time!) Those who reply are requested NOT to sign their names, merely to indicate whether resort-owner or merchant.

Early indications (7 out of 8) are that business is BETTER. One answer arrived with a thoughtful statement attached. We haven't the faintest idea who wrote it, but think it representative of the thinking of many of our business people. We also think their problems and opinions should be better understood by the rest of the residents than they evidently are. Here it is (the title is ours):

CV's C. of C. Differs from Others

BY C. V. BUSINESSMAN

In the average community, which is very difficult to recognize from every other "average community", the principal function of a Chamber of Commerce is to aggressively encourage growth in every possible way. The measure of these communities is taken in numbers of people, square miles of area and dollars of wealth.

There are thousands of these communities in our country, and the residents of Carmel Valley did not come here because they could not find another community that would welcome them! We have come here to live because we have found here an opportunity to live in a quiet and pastoral setting that is not completely isolated from civilization, a situation that is becoming almost impossible to find.

This situation insures the growth of Carmel Valley, and the unfortunate truth is that the growth of Carmel Valley will eventually, to a large extent, destroy or at least damage, the beauty that caused its growth.

It is not unusual that Carmel Valley attracted the type of person to whom living in a place of great and unspoiled beauty is important. What is unusual is that these people, almost from the beginning, have been willing to fight like tigers to protect this natural beauty and have been more successful than we could reasonably expect. Carmel Valley will grow without any promotion, and I do not think this is questioned by any thinking person. The growth can unquestionably be speeded by promotion until the Valley will finally cease to exist as the lovely place that we now enjoy.

What are our merchants selling? The same things that merchants are selling in every surrounding locality. The only difference is that they are selling it in a beautiful place. To keep Carmel Valley clean and beautiful is more important to the financial success of the merchants than attracting more residents by high pressure promotion.

It is true that growth will bring more residents and more tourists; however, it will also bring more gas stations, more real estate offices, more motels and more grocery stores. The merchant who cannot make a living today will find it even more difficult as growth attracts larger operations and chain stores!

To some, the promotion of growth is the only justification for the existence of a Chamber of Commerce. There are, however, other uses for an organization of businessmen. Businessmen need an organization that can speak for them as a group, on all levels of government. They should be concerned in the areas of taxation, planning, legislation directly affecting their businesses and public relations with their community.

A Chamber of Commerce can operate a credit bureau, an information office for the community, and first, and above all in Carmel Valley, fight to protect the priceless assets that we have. We need look no farther than Carmel to find a city that has fought for individuality and preservation of beauty, and is still front foot for front foot one of the top business communities in the nation.

A businessman's primary interest is dollars, and beauty attracts dollars whether it is in the form of art, nature, of human beings. The prime self interest of the businessman as well as the resident is to protect these assets and never to forget that what happened at Lake Tahoe can happen here!

LETTER TO THE EDITOR

Dear Editor:

In this week's Family Weekly magazine there is an article called "What I Would Tell My Son" by J. Edgar Hoover. The basis of this article is that children need "an example to follow". I encourage parents to read this type of article.

There are some people with many good ideas who will try to put them to work. One of these is Rev. Brock. He comes with experience and action. Monday we had a meeting of the Youth Group headed by Rev. Brock. He came to discuss problems of the community related to the group. At the opening, Rev. Brock said, "This is one of the oddest communities I have ever lived in." Some of the members have lived here all their lives and they had to admit it is different.

Some of the problems the members brought up were that the parents are not setting an example for their offspring. This is obvious when you stay around the village and watch their activities. They act, as one member said, "as if they were trying to live their childhood days again."

The village has everything for the adults and nothing for the kids," another member said. "This place is fine if you are over 21 years old" was another comment. "Parents haven't fulfilled the needs of the kids" came very sharply from another member. "This idea of closing the Youth Center is helping to create new problems and add to old

(CONT. ON PG. 6)

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REV. JAMES BROCK
MA4-4659

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CHURCH SCHOOL FOR KINDERGARTEN
NURSERY CARE
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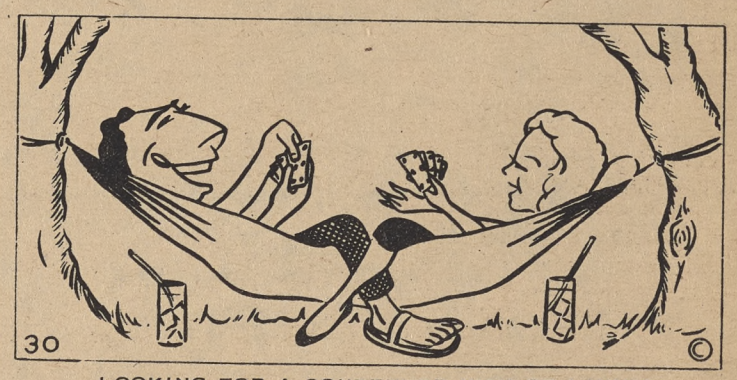
DOLLARS AND SENSE



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What's Your Image of a Teen-Ager?

BY JAMES BROCK

Teenagers have been tagged with more labels than any other group in our society. They are called hot-rodders, rock-and-rollers, juvenile delinquents, the coke set, heads, twisters, the shook-up generation, and so on and on. All these names --some more pleasant and some less so--seem to suggest many different images. The teen-agers we used to call just "kids" seem to have lost their identity as human beings.

Teenagers want an identity, want to be accepted as normal growing young people should be. Yet few understand them and, what is more tragic, most of them do not understand

themselves.

No, they are not consistent, stable, or dependable--but they want to be. They swing back and forth between wanting to be completely independent and--the next minute--dependent. (Like the girl who came home from school and said, "That does it! I'm through with school and I'm going to get a job as a car-hop at the drive-in." Then in the next breath, "Mother, may I?") Sometimes parents too wish the young people would be more independent -- or dependent, and somehow the timing seldom meshes satisfactorily! Can we blame our teenagers for being confused?

A. A. Milne's poem describes their situation:

Half way up the stairs
Is a stair where I sit;
There isn't any other stair
Quite like it.

It's not at the bottom;
It's not at the top;
Halfway up the stairs
Is the stair where I stop.

Lest they indeed "stop" growing toward the point where they can handle responsibilities alone, I feel parents should be vigilant about two things:

(1) We have said that teenagers are searching for an identity. In one way or another, each one asks himself, "Who am I?" His answer to that question determines how he will act. Let us try to see that he develops into a person with a set of values by which he may direct himself from within, rather than becoming an "outer-directed" individual. It is a danger sign when young people over-emphasize the importance of dressing and acting like everyone else, when their actions are dictated by their group rather than by their own good common sense. You see, some of these young people are so much in need of acceptance they will sacrifice their principles and standards to gain popularity or "social security."

(Of course, we adults need only to read books such as "The Organization Man," "The Status Seekers," and "The Lonely Crowd" to see that we do the very same things!) At any rate, to me, a young person's greatest need is to be accepted for himself, not because of his imitation of an alliance with some group. To me, the role of a good parent is to see that a youngster has a chance to express himself as an individual, not just part of a crowd.

(2) As teenagers develop their sense of values, another sign to beware is when they put the wrong things first in their scale of importance. Here again, it is we adults who set the bad example. Sometimes it seems that our whole society seems to have a confused system of value--like a department store with all the price tags mixed up, the items of greatest value sometimes being sold all too cheaply, and vice versa.

To me the greatest danger is when young people love things and use people, instead of the other way around!

The Communist symbol of hammer and sickle betokens the belief that the chief aim of

(CONT. ON PG. 10)

New Committee For Youth

James Brock of Carmel Valley has organized a small group to study and seek solutions for the juvenile delinquency problem locally. He has contributed this thoughtful essay with his own amusing drawings to suggest the varied "images" of teenagers held by some adults.

Last week's editorial on the subject in the Outlook brought the immediate and encouraging result of a "sizable" contribution from a well-known CV resident toward a constructive solution of the problem. The donation has been entrusted to Rev. Brock.

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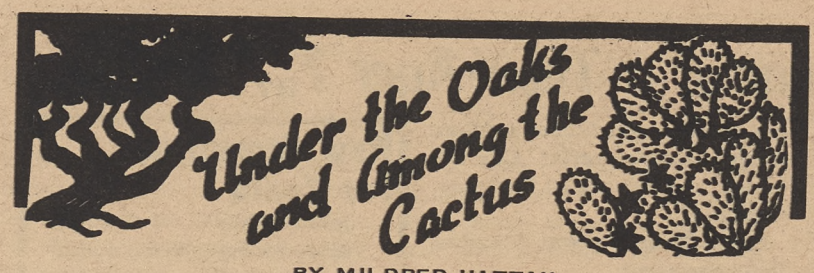


BY MILDRED HATTAN

Home from her first visit in 17 years to her former home in the south is Miss Bessie Irvin of Village Drive. Miss Irvin drove east with Mrs. Margaret Sells who is visiting in Florida and southern Georgia, and before flying home to the Valley visited many friends and relatives in Augusta and Wrens, Georgia, and in Chapel Hill, North Carolina.

.....

It has become a tradition to honor several July birthdates with one party at the home of Mr. and Mrs. Jack Satterfield, 25 Paso Hondo. Once again this year, Mrs. Satterfield's mother, Mrs. L. E. Mauzey, Mrs. C. E. Steinmetz and Mrs. Merle Gesselman held a barbecue-celebration with Mrs. Nellie Redig, Mrs. Bernice Etheridge, Mr. George Brown and Mr. Merle Gesselman (and two poodles!).

The Satterfields entertained at another barbecue last week when 26 members and guests of the recently formed Monterey Bay Touring Club met at their home. Among initial trips of the organization have been a visit to the Egyptian Museum in San Jose and a picnic last weekend at Henry Cowell Park, followed by a personally conducted tour through a private winery at Felton. Mr. Ole Simonson is president of the group.

.....

A housewarming of the recently completed home of Comdr. and Mrs. William C. Stowers on Country Club Drive topped a week of entertaining their many out of town guests and celebrating their 25th wedding anniversary. Valleyites among the 60 friends who attended were Rev. and Mrs. Don Johnson, Dr. and Mrs. Boyd Huff, Dr. and Mrs. Walter Patton, Mr. and Mrs. Ole Olson, Cmdr. and Mrs. C. E. Dechow, and Lcdr. and Mrs. George Gregory. The Stowers' out of town guests were Cmdr. Stowers' parents, Mr. and Mrs. Arthur Bolser of Portland, Oregon; his sister and husband, Mr. and Mrs. Jack Miller of New York City; and a cousin, Miss Marie Petoff of San Francisco. Mrs. Stowers' mother, Mrs. Elsie Willys, attended from Pacific Grove with her cousins, Mr. and Mrs. Leland Boruck of San Jose, and Mr. and Mrs. Robert Boruck of Oakland.

The land where their new home now stands was purchased by Cmdr. and Mrs. Stowers in 1956.

.....

Bev and Jack Russell and June and John Woods were among the 150 people who attended the 1943-1944 class reunion of Pacific Grove High School Saturday evening at Neptune's Table on the wharf in Monterey.

.....

Coffee and dessert were served to members of the Carmel Valley Volunteer Fire Auxiliary, following the business meeting held last week at the Paso Hondo home of Mrs. Don Weber.

.....

Seems that Valley folk and tourists alike cannot find enough nice things to say about the sight of Old Glory flying daily between the Sugar and Spice and Wilma's Beauty Shop.

.....

Friends who made up a theatre party to attend the Friday evening performance of "The Philadelphia Story" at the White Oaks included Mr. and Mrs. Bill Conlan, Mr. and Mrs. Don Cummings, Mr. and Mrs. Reg Bennett, Mr. and Mrs. Lou Allaire, Mr. and Mrs. John Woods, Mr. and Mrs. O. T. Valnizza, Mr. and Mrs. Mark Hattan, Mr. and Mrs. Chip Collins, Mr. and Mrs. Bud Hall, Mr. and Mrs. Charles Gansel, Mr. and Mrs. Larry Cummings, Mr. and Mrs. Don Weber, Mr. and Mrs. Ed Barker, Mr. and Mrs. George Palmer, and Mr. and Mrs. Bill Neidinger.

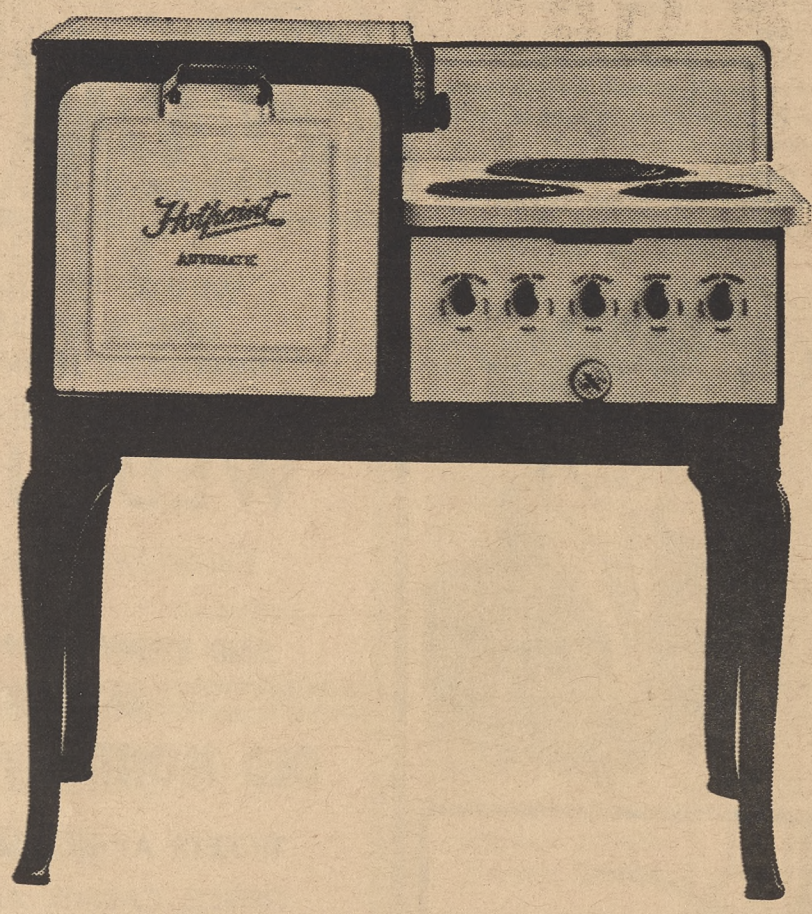
.....

Mrs. Robert Davis and three-year-old Loren returned last week from a holiday in Santa Rosa where they were guests of Mr. and Mrs. Albert Biaga, and Sacramento where they visited a friend, Joan Browne.

SWIFTY

"Something's wrong with my saw," said Tom, off-handedly.

What did ranges have in 1933 that they don't have today?



Answer: They had higher-priced gas and electricity...because PG&E prices are 8% lower today than thirty years ago.* (So how come your bill is bigger now? Just because you're using more and better appliances these days.)

PG and E
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*Based on typical home use of gas and electricity

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BY DAWN POWERS

FLASH!

We have a new Diamond-Star candidate. He is Bill Muscutt and he has been nominated to compete with 7 others for the honor. If he wins, this would actually be the 4th Diamond-Star from our club! Jennie Wolter, now Mrs. Luce, was the last one--in 1960-61.

MEMBERS SOUGHT

We in 4-H are inviting new members to join us for the coming year, as I mentioned last week.

This week I will tell you some of the many projects you can take if you join 4-H.

LIVESTOCK

If you choose livestock, you may take sheep, beef, swine, poultry, rabbits, or light horse.

In your lamb project you would learn (among other things) to flip a heavy, stubborn 100-pound lamb! This really isn't hard except if your lamb is the type who runs all around the pen until you're so tired you can hardly walk. And then he (or she) lets you catch him.

After you catch him, however, he steps all over your toes and just won't stand still! Finally you get him to stand still and then you are ready to try to flip him. You've seen other people flip lambs, but you're not quite sure how to do it. So you try... but your lamb breaks away and you must start all over again!

COOKING

Then there are the nice quiet projects that most girls take. Such as cooking. In this class you learn how to do oodles of useful things. Such as making dinner for your family. And decorating cakes! Only during this lesson there ends up more frosting on you than on the cake! (You also learn how to cook spaghetti, so that it lands neatly on the ceiling.)

WOODWORKING

Then there's the nice class of woodworking. In this project you learn how to make tool boxes, saw horses, and how to hit your thumb properly so it doesn't turn purple!

MANY MORE

There are many, many more projects you can take. They are all fun and enjoyable. And if you sign up now, you can enter some of your projects in the Monterey County Fair in August. Get in on a chance to meet lots of new friends, learn new useful things, and win ribbons and prize money!

Join now and we'll see you at the Fair!

You do not have to live in Carmel Valley to join. We have some "city folks" from Carmel who belong to our group, too.

MPVS Gifts

During the first six months of 1963, the sum of $8972.51 has been given to the Monterey Peninsula community by the Monterey Peninsula Volunteer Services, announces Mrs. C. N. Conley, acting chairman of the finance committee. One of the agencies which benefitted was the Visiting Nurses Association who were given $2716.00, the proceeds from the 12th annual MPVS Garden Tour. The sum of $1500.00 was given to the Project Mercy which provides a free ambulance for Seaside thru the Fil-American Club. The Girl Scouts received $200.00 for camperships. Awards of $50.00 each for four selected students from foreign countries at MPC and two scholarships of $200.00 and $500.00 were given to the Citizens Committee for International Students.

The proceeds of the MPVS Thrift Shop at 785 Broadway in period from July 15 to 31 will go to the Carmel Youth Center. The boys and girls of the Center are working hard to collect merchandise to be sold at the shop. Some of them are helping in the shop during this time. Any donations of merchandise of any kind or purchases at the shop is appreciated by them.

Aid Call

Bill Woolsey of Mission Fields was treated for shock and transported as a medical emergency to the Community Hospital at 9:15 Sunday evening by the members of the Carmel Valley Volunteer First aid squad.

Chamber of Commerce Considers Sundry Subjects

At a dinner meeting at Rancho del Monte Country Club last week, vice-president Rex White presided over the board of directors of the Carmel Valley Chamber of Commerce, in the absence of president Jack Cowan.

A letter from Al Fry of Carmel Valley Inn reminded the group that the question of incorporating Carmel Valley, which was to have been investigated last year, had yet to be considered by the Chamber. The group voted to obtain legal counsel to consult regarding the question at the next open meeting -- August 14.

A report from the committee to bring natural gas to Carmel Valley Village informed the group that there appears little possibility of obtaining natural gas before construction begins on Paul Jones' Rancho Fiesta Retirement Home. Nonetheless, the group decided to ask legal counsel about the possibility of corresponding with the Public Utilities Commission in San Francisco.

It was announced that Niles Pease is sending a letter to every businessman in the Village area suggesting the formation of privately financed police protection for Village stores.

The question of a "Village Clean-up" was discussed as an aftermath of an angry letter-to-the-editor which appeared in the Outlook recently. The group voted that it is not the province of the Chamber to dictate to individual businesses in the Valley regarding the condition of their premises, and action was tabled pending further discussion of the possibility of "making recommendations."

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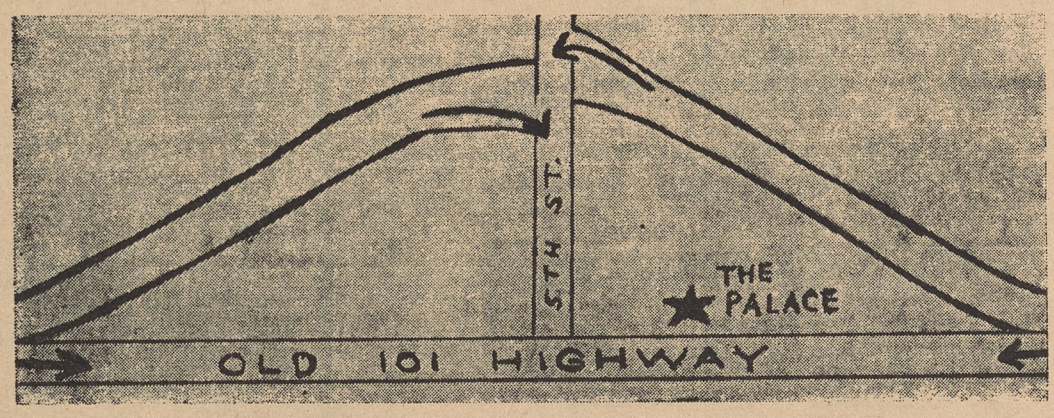

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Ruth Hall Thanks Little League Barbecue Helpers

An estimated 300 people attended the Annual Little League Barbecue at the water company grounds last Sunday -- fewer than last year, reports Mrs. Ruth Hall who was chairman of the event, but a goodly turnout nonetheless.

The presence of a number of residents of Hacienda Carmel Retirement Community in the lower Valley helped to swell the ranks. The Hacienda is sponsoring one of the teams this year, and Les Burdett of the Hacienda staff is serving as Little League president.

Mrs. Hall wished to express her gratitude not only to those who helped organize the barbecue, but to all those who help with Little League.

"As you can well imagine," she said, "it takes a lot of people, as well as their time and money, to operate. Without them all, there would be no Little League. If you will look at the names of the people donating -- the sponsors, the CV Fire Department ladies' auxiliary which runs the snack booth, the managers, the executive board, etc. -- you will find that most of them have no boys playing ball! Some do not even have boys or children, period."

She said that she hoped parents of Little Leaguers would "try to donate just a little bit more -- besides the boy!"

The following people helped with the undertaking of cooking, serving, and cleaning up after an ample meal for 300 last Sunday.

Co-chairmen of the barbecue were Mr. and Mrs. Charlie Gansel; Mr. and Mrs. Raymond Danielson handled ticket sales and "general delivery service." Mr. and Mrs. Tony Steliga with daughter Jody operated the soft drink concession and were in charge of donations from the upper Valley. Mr. and Mrs. Don Koontz handled lower Valley donations, and Barbara Mayfield made the advertising posters.

Among the chefs and "KP artists" were Messrs. Tony Silveira, Frank Siino, Bill Conlan, Don Parkes, C. R. Kelly, John Mark, Don Cummings, and Don Weber.

For the "beautiful picnic facilities", Mrs. Hall wished to thank Mr. Goldsworthy of the California Water & Telephone Co.

Those donating prizes were: Reuben's, Berg's, Cottage Inn, Stevie's Beauty Salon, Irene Baldwin, Sugar & Spice, C. V. Cleaners, Joanne Fine Sportswear, Scotty's Meats (which also loaned space in his walk-in for storing the steaks), Village Market, Totsie's, Thunderbird Shop, C. V. Market, Grapevine, Winkler's Lapidary, Oleander Garden Shop, Flying A Station, Chez David.

Winners of prizes given by the firms listed above included John O'Neal, Orville Dutton, Ethyl Crooks, Fowler Beecher, Stella Miller, Robert McLin, George Palmer, Catherine Dunn, Don Parks, Winfield Sinclair, Charlie Gansel, Chuck Bennett, Manne Mark, George Buck, Claude Dechow, and Malcolm Hall.

Those donating funds and food were: C. V. Chevron, Kiwanis, Valley Service, Getz Meats, Porter-Marquard Realty, Town & Country Realty, Drs. Kinnear, Patton, Marcucci, and Van Horn, Tom Hefling, Swan's Furniture, C. V. General Store, Texaco Service, Village House, Lou Allaire, M. J. Murphy, Bowers Pharmacy, Patty Cake Bakery, Wolter's Hacienda Market, Farm Center Store, Martin's Markette, Foremost Dairy, and Borden's.

Even the C. V. Outlook came in for a mention for free publicity!

"Thank you, all," concluded Ruth Hall, adding sotto voce, "I hope I haven't left anyone out!"

LETTER TO EDITOR

(CONT. FROM PG. 2)

ones" came from a disheartened member.

Some of the answers were even more interesting. Like "help different people in the community that need help." Have various money raising functions such as car washes and bake sales. These are dealing with the youth center and need help from the parents. These ideas do not look too feasible due to the latter.

We ask all the parents to help us all they can and do what they can to get other adults on our side. This could work out well for all.

Dick Crispo

LOS LAURELES LODGE THEFT

Theft of approximately $960 in cash and checks from Los Laureles Lodge Saturday night is being investigated by the Sheriff's Department.

The money, in a cash box, was taken while Rudy Bautz, owner, was absent from his office. The thief forced a drawer in which it was kept, and made off with the box and contents. About $350 of the amount was in checks and the remainder in cash.

According to Bautz, the loss is only partially covered by insurance.

Suspect in the case is a man from outside the Monterey Peninsula who had registered at the Lodge as a guest. No arrest has yet been made.

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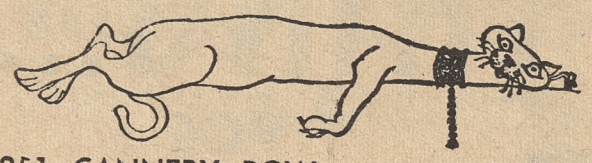

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BY CHUCK KLINE
MGR., VALLEY HILLS NURSERY

Many of our local garden problems can best be solved by using pots and wooden tubs for our plants instead of planting directly into the ground.

Sometimes we have extremely poor soil such as a layer of adobe or hardpan below the surface, or a spot under a tree where the tree-roots make it impossible to keep a plant alive, or perhaps a patio over-cemented so that we cannot find planting room. To these or a dozen other situations, container gardening is often the answer.

Delicate plants that will not stand up under heavy winds, or which might freeze in winter, can --if planted in a container-- be moved to protected spots during certain parts of the year. Many of us are faced with the almost impossible task of finding plants that will grow in summer sun and live through shade all winter when the sun is lower in the sky. A container-grown plant can be moved to catch the sun during the winter months.

Besides, containers often add much beauty in themselves. A dull garden can be enlivened by grouping containers in a design, or large areas of concrete can be softened by the use of a pattern of containers, using trees and flowering plants.

The first and most important consideration when planting in containers is a good soil mix. Many failures result from taking soil right from the garden without mixing in the proper amount of conditioners such as peat moss or leafmold. Each soil needs different treatment, but a basic recipe to follow is to use at least one-third soil conditioner in your mix. Heavy soils need more humus than light ones. But even good garden soil, when put into a confined area such as pot or tub, tends to bind or cake more than in the open, where it would have a greater amount of air and bacterial action.

The newly developed U. C. type of mix does not always appeal to the eye when we look for a humusy, smelly, woodsy mix, but this light, porous mix was developed especially for container growing. It requires a bit more watering than the heavier mixes, but plants will grow well in it and will not rot off.

Although many people put stones over the drainage holes, I recommend inverted pieces of broken pottery, as stones often will settle into the holes and block drainage--causing a situation worse than not providing any drainage at all.

If you are forced to use a container which lacks drainage, it is doubly important to use a very light mix and to watch the watering carefully.

Using the same principle as that of an oil dip-stick in a car, you can check to see if water is collecting at the bottom. That is, through a piece of old hose or a pipe placed along one side of the container so that it reaches the bottom, you can insert a bamboo stick or other object. Placing a good layer of rock at the bottom is helpful, but if you overwater, this area will only fill up with water. A Layer of charcoal in the bottom will help, but the most important thing is to have a very loose soil and not to overwater.

HOW OFTEN?

I am asked how often a container should be watered. Some factors to consider are the climate, how heavily rooted the plants are in their containers, etc. A standard rule I follow is to check frequently and water when the plant begins to show dryness. Plants do not enjoy being either excessively dry or overly wet.

Different plants require different fertilizers, but fish--either dry or liquid--is usually a safe fertilizer to use on any container plant.

Most plants will grow well in a container for many years. Being root-bound will not keep the average plant from growing well as long as you follow a feeding program.

When you have a hard-to-plant spot, or feel a corner needs dressing up, try a handsome container, or clay pot filled with brightly colored petunias or geraniums.

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Trouble Reported At Camp Steffani Pool

Teen-age boys have been causing trouble at the pool at Camp Steffani, reports owner K. D. Mathiot. It is not certain whether these are local boys or visitors from other parts of the Peninsula.

Mathiot, who is also owner of Rancho Carmelo, maintains the Camp Steffani pool as a convenience to guests at the ranch, and has always allowed Camp Steffani residents free access to the pool as a public service.

Lately, Mathiot says, broken beer bottles have been thrown into the pool, so that swimmers have in several cases cut their feet.

In addition, girls who wished to use the pool were "roughed up," Mathiot stated.

He wishes to announce that unless people availing themselves of the pool "behave nicely", stern measures will have to be taken. Mathiot also wishes to remind residents of Camp Steffani that no open fires can be built during this season.

Film At MPC

"The Strong Man, a full-length feature starring Harry Langdon, and "Cops!", a Buster Keaton two-reeler, will be screened at the MPC Music Hall at 7:00 p. m. Friday, July 19 as the final "Family Film" program.

Free tickets may be obtained in the college administration building.

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Hildebrands Home

Mr. and Mrs. Carl Hildebrand have returned to their home on Los Arboles Rd. after a 7-weeks trip. They fished in northern Minnesota lakes, visited Mrs. Hildebrand's sisters in Michigan, also her daughter and son-in-law, Dr. and Mrs. L. B. Folsom, in Minneapolis. The Hildebrands drove back by way of Canada, saw much beautiful country--but "Carmel Valley looked very good to us when we arrived home again," said Mrs. Hildebrand.

SWIFTY

"Hot dog!" said Tom, frankly.

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MARJORY LLOYD - Contributing Editor

Pedestrian Bumps Carmel Tree

Last month the city council, on its tree tour meeting, passed a motion made by Councilman Frank Putnam that a pine tree be protected from pedestrian bumping by a banch, anchored to the sidewalk if necessary.

Councilman Herbert Blanks, commissioner of streets, didn't think this proposal would solve the tree's problem.

His motion to place on the limb a rubber bumper, painted white, in such a manner as to protect the heads of passersby, failed to carry.

The pine in question is a city-owned tree on the south side of Six Avenue, 40 feet west of Dolores Street. It's been there for 20-odd years, and only one complaint about it has been made to the council.

Besides, there are other similar hazards throughout Carmel, the council pointed out.

The pine's plight was the only matter on the agenda of the special council meeting.

MPC HONORS

One hundred and fifty-one Monterey Peninsula College students became eligible for the dean's list at the end the Spring, 1963, semester. Henry D. Bowman and Almira B. Davis of Carmel were among four "highest honors" winners. In the "high honors" category were Lorraine A. Jeitner and Sharon Predmore of Carmel Valley; Eric Benton, Carl Bielefeldt and James Pruitt of Carmel.

The "honors" list includes Linda Predmore and Sharon Simpson of Carmel Valley, and from Carmel: Ron Barker, Frederick Bucher, James Cook, Kathryn Duggan, Dennis Farrell, Celine Fok, Mary Gannon, Margaret Gerba, Aki Ito, Elaine Kachaves, Lynnea Larsen, Eduardo Montenegro, Michaele Sherry, Steve Shore, Marie Soderberg, Sonia Spelhaug, Jane Tetley, John Twibell and Beryl Walker.

Carmel Little League Barbecue Sunday

Half a barbecued chicken "with all the trimmings," will be the fare served at Carmel Little League's annual chicken barbecue on Sunday, July 21, at the Fairgrounds. Hours for serving are 1:00 to 3:00 p. m., and those attending are asked to bring their own silverware.

Awards will be presented to teams and individual players. Tickets may be obtained by contacting Mrs. Barney Laiolo at MA 4-6011.

SWIFTY

"We're going to spend our vacation at a lake in New York," said Tom, placidly.

Sunset Survey

The Carmel city council recently authorized John A. Taras to make an architectural survey of Sunset School at a cost of $2,050. His report is to be presented to the council on September 1.

This is a step in negotiations between the city and the Carmel Unified School District towards possible purchase of a portion of the Sunset School property by the city for a community center.

The facility is outmoded for use as a school and members of the board of education would like to dispose of some of the land and buildings. As the school site is designated for development as a civic center of Carmel's general plan, the city was given first chance to acquire the real estate.

Taras's report to the council will show whether or not the school buildings will be economically feasible for city use.

The Monterey Peninsula chapter of the American Federation of Arts has indicated it is interested in establishing headquarters at Sunset School, if and when it becomes city property.

Bach Festival

Friday evening's concert opens the 26th annual Carmel Bach Festival which will continue through July 29.

Under the direction of Sandor Salgo, soloists, orchestra and chorus have been rehearsing in Sunset School auditorium during the past ten days.

Early this week, tickets were still available for the July 22 performance which will feature the Didactic and the Dramatic, a program of two separate works, composed approximately a century apart. Both works--the Musical Offering of J. S. Bach and Giacomo Carissimi's oratorio, "Judicum Salomonis"--illustrate the rich diversity of function and style within the Baroque era.

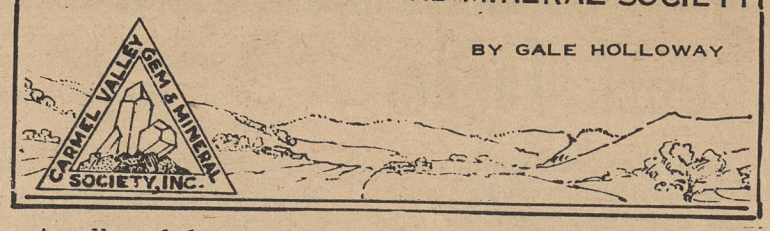
Carmel Plancom

Fred Keeble, chairman of the Carmel Planning Commission, has appointed new committee members.

He has assigned planning commissioners as follows: land use committee, Mrs. Florence Josselyn and Hugh Smith; public improvements committee, Smith and J. B. Martin, Jr.; design review committee, George Willox, William Godwin and Mrs. Dorothy von Meier. Martin is serving on the latter committee, at present, while Mrs. Meier is traveling in Europe.

CARMEL VALLEY GEM AND MINERAL SOCIETY

BY GALE HOLLOWAY



A talk and demonstrations by Lyle Winkler on the use of plastics in lapidary work was a feature of the regular meeting of the society at Tularcitos School last week. Among examples of Mr. Winkler's own work which fascinated the audience were a large "soup kettle" plastic light shade, with matching small shades, covered with colored glass chips. His tables of rock slices embedded in plastic were excellent examples of a method of showing a collection--be it of shells, butterflies, leaves, rock, or anything else of a suitable nature which one may want permanently displayed.

Two other pieces of exceptionally good taste shown by Mr. Winkler were clocks with faces of cut stone set in clear plastic.

Bridgett Bishop spoke on the Ruby, birthstone of the month, interspersing so much humor with her talk that the audience laughed throughout.

Kit Parker showed an excellent movie on the use of steel to prevent earthquake damage in building structures, with scenes of California disasters. This was particularly educational for the children present. Virgil Spencer gave a demonstration of polishing gem stones during the refreshment break.

Also during the refreshment period, Bill Culver offered (in addition to his always interesting rock quiz) two small scoops of gravel to each person with an empty cup. SAPPHIRE GRAVEL!

FIELD TRIP

The field trip this month was to the California Federation of Mineralogical Societies' 24th Annual Convention and '63 Gemboree at the Santa Clara County fairgrounds. The Carmel Valley Gem and Mineral Society had one case of "show pieces" displayed at the big event. More about that next week!

Conditioning, Anyone ?

Slim and trim addicts may receive group therapy twice a week at Carmel Junior High School this summer. Kenneth Mathew, an instructor with the Carmel Recreation Department, is conducting a conditioning class in the gymnasium each Tuesday and Thursday.

Classes, open to both men and and women, meet in the gymnasium from 7 to 9 p. m. for calisthenics, conditioning exercises, and games.

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That Path to the Junior Jr. High Grows Closer and Closer

BY MARJORY LLOYD

At the request of Supervisor Thomson J. Hudson, the Outlook arranged to meet L. M. Orrett, Monterey County Road Department engineer, last Thursday afternoon on Hatton Fields Mesa. Purpose: to explore county easements which might be used as pedestrian paths leading to Carmel Valley Road and the junior high school.

Result: disclosure of a county easement leading from Mesa Drive to Highway One--an addition to the several other usable easements found on previous explorations and earlier reported in these columns. (See map.)

This easement is directly opposite another one which leads onto Via Margarita in South Carmel Hills. At the intersection of Via Margarita and South Carmel Hills Drive, is a third easement which Mr. Orrett pointed out. This easement extends from South Carmel Hills Drive to Hatton Canyon on the edge of South Carmel Hills subdivision.

Both the Highway One-Via Margarita and South Carmel Hills Drive-Hatton Canyon easements belong to the California Water and Telephone Company. Last month, C. M. Goldworthy, district manager, said the water company would be willing to allow its easements to be used for pedestrian paths.

By utilizing the easement leading from Mesa Drive to Highway One--then continuing from the highway to Via Margarita on the next easement--and from it on the third easement to Hatton Canyon--pedestrians could walk from Hatton Fields Mesa to Hatton Canyon; hence along a path following the canyon to Carmel Valley Road; then along the north side of the Valley road to the crosswalk near the shopping center. An already existing path on the south side of the Valley road leads from this point to the junior high.

CROSSWALK

A crosswalk on Highway One would need to be installed, Mr. Orrett indicated. He further showed that this crosswalk, joining easements in Hatton Fields Mesa and South Carmel Hills, would be located at a point clearly visible to both north and south bound motorists on Highway One for some distance. This would be safer than the crosswalk previously suggested by the Outlook at the intersection of Atherton Drive and Highway One.

SUITABLE

Mr. Orrett concurred with the suggestion of several weeks ago that the county drainage easements across Hatton Fields Mesa from Trevis Way to Oliver Road were entirely suitable for pedestrian paths to Mission Fields, hence to Highway One--thence along an abandoned roadway to Carmel Valley Road and the existing path leading to the shopping center and Carmel Junior High School.

Also encouraging was the discovery that each of the county easements on Hatton Fields Mesa are almost entirely free of brush or other growth and, at present, show signs of being used frequently by pedestrians.

STEPS

Only construction necessary to complete this system of paths would be a flight of steps leading off the Mesa onto Oliver Road, Mr. Orrett suggested.

He also mentioned that county rights-of-way along Rio Road have been planted to the curb by property owners. If vital to the pathway project, he inferred, these gardened rights-of-way could be opened for public pathway use.

A crosswalk is installed across Highway One at its intersection with Rio Road. White markers along the highway would serve as pedestrian path protectors on the part of the highway leading to the abandoned road, he remarked, and added, that in future proposed development, Rio Road will be extended to the shopping center area.

REPORT

Mr. Orrett will prepare a report "very soon" for Supervisor Hudson. The latter has promised to obtain pedestrian paths to the junior high school if at all possible.

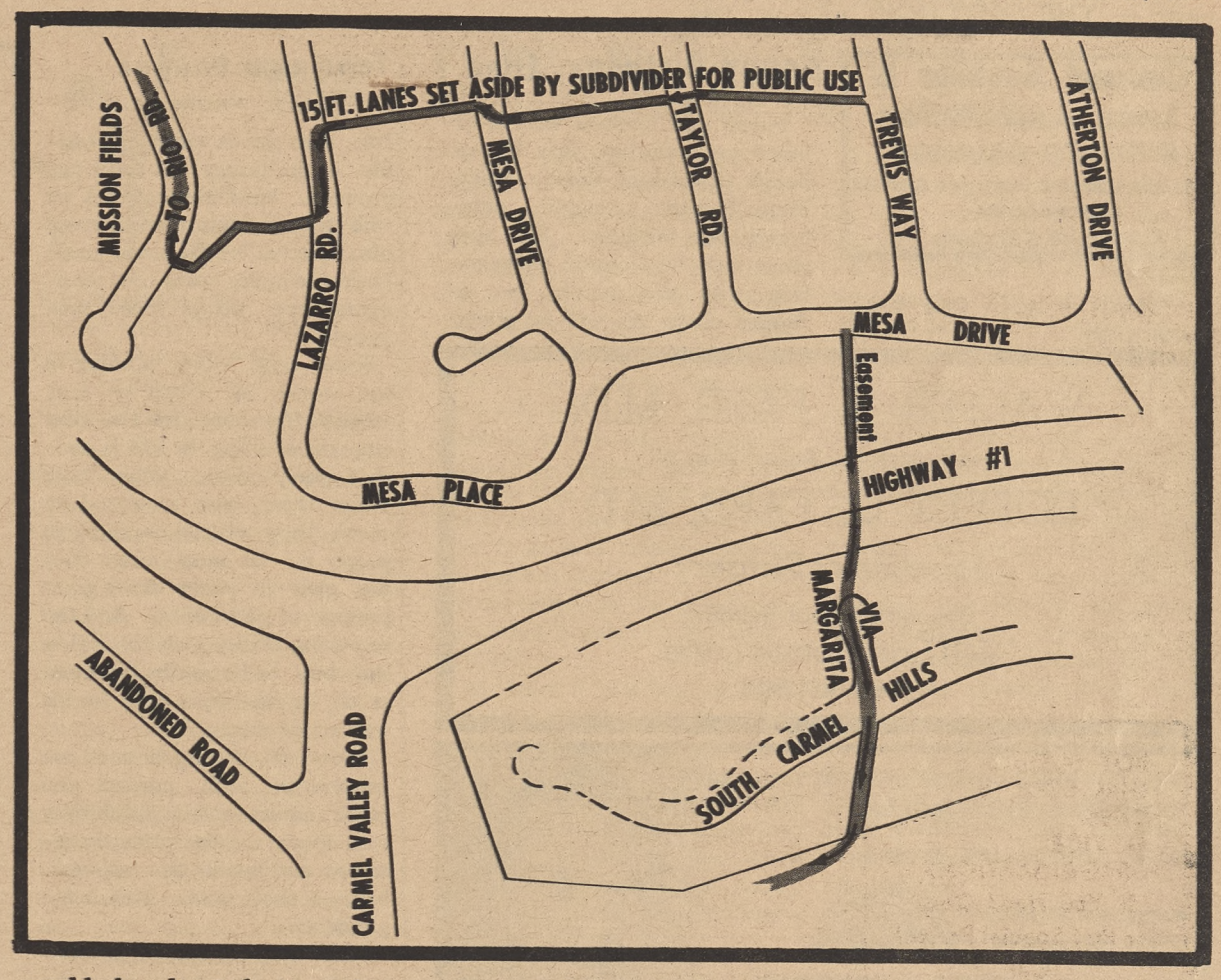
Last week's Orrett-Outlook expedition proved the paths are possible. It also proved that the original proposed cost of $500-$700 will be considerably lessened by the discovery of the easement leading from Mesa Drive to Via Margarita.

Who knows? Supervisor Hudson may so arrange for the pedestrian paths that even the $10 contribution to the project offered by this writer may not be needed!

SAVE $$$

More important, the Carmel Unified School District may be able to save the cost of transporting students from Mission Fields, Hatton Fields Mesa and South Carmel Hills to the junior high school.

Last year, because no pedestrian paths existed in the Highway One-Carmel Valley Road interchange area, the school district paid almost $3,000 to provide bus transportation for 100 students living in the three subdivisions.



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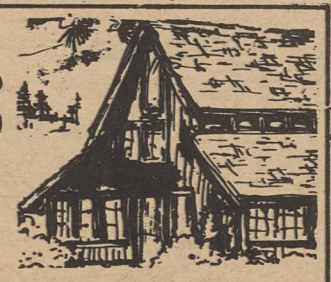
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SWIFTY

"That's a lye," said Tom, caustically.

Happy Birthday, Ellen !

Punch and cookies will be offered on Saturday, July 20, at Berg's in Carmel Valley, when Ellen Waters, manager, celebrates her birthday. She says there will be pleasant conversation with the punch, but no figures about age will be given.

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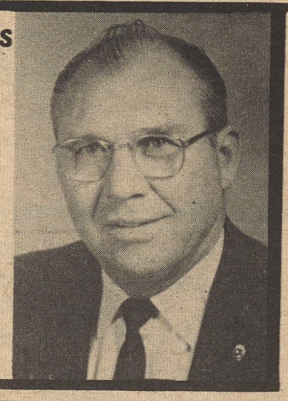
MONTEREY, CALIFORNIA



For a more "Creative You"
Let us help you create beautiful party centerpieces, wood "inlay" mosaics, wood fibre flowers, copper enameled and "fried" marble jewelry, plastic mobiles and screens, and other decorative items. Start making holiday ornaments now for your own decor and for gifts.
Creative Crafts
303 Forest Ave. (opposite City Hall) Pacific Grove

THOMASSON SAND HILL NURSERY
BEACH ROAD • MARINA
BEGONIA PLANTS
STARTING TO BLOOM. . 25¢ EACH
ALL TYPES CAMELLIAS, CARNATIONS, DAFFODILS, CRISPA, PICOTEE FRILLED.
ALSO BIG PLANTS 25¢ EACH

Howard C. Miles, M.D.
and
Seymour Turner, M.D.
announce their association in the
Practice of General Medicine and Surgery
beginning
July 1, 1963, at
535 East Romie Lane
Salinas, California
Phone 422-5353

Teen-age Images

(CONT. FROM PG. 3)

life is to get as much as possible of the things that tools can produce. How ironical that we who oppose communism seem also to strive for the same goal! In all too many cases, our teenagers love things more than people.

Some boys value nothing in the world as much as four wheels. To some girls the most important thing in life is another party frock. Other boys value their own manhood so much they will do anything to prove it. In most cases they use girls to prove their great powers of persuasion. And the sad thing is that girls think that the way to be really feminine is to be used by a boy, for his own satisfaction.

Above all, teenagers need relationships with parents and other adults within which they can learn to discipline themselves and handle the responsibilities that come with independence.

With this in mind, I have spoken to Dr. Ruprecht of the County Psychiatric Service to set up a Youth Counseling Service in the Valley where young people can come and talk to adult counselors about their problems.

But more than this, we need concerned individuals who will try to understand young people. As a community we are involved in the behavior of teenagers, and we can be just as delinquent as the ones we choose to use as our scapegoats. TEENAGERS ARE HUMAN TOO!

LIBRARY VOLUNTEER ?

A part-time volunteer worker would be welcome at the Carmel Valley Library this summer. A teenager could qualify.

Al Fry Hosts Club Managers

Forty managers and presidents of Country Clubs and Golf Clubs in northern California, particularly the San Francisco Bay Area, met for three days of conferences and fun at Carmel Valley Inn starting last Sunday. Many were accompanied by their wives.

Purpose of the get-together was to examine the recreation facilities of Carmel Valley and the surrounding area and to discuss mutual problems.

The group was hosted for a cocktail party on Monday by Al Fry at C. V. Inn and spent Tuesday in Corral de Tierra for lunch, golf, and a banquet that night. They were guided during their visit by Mr. Fry.

CARMEL BUILDERS SUPPLY
Quality building materials, low cost. See us for all types of lumber, building materials, plywood, and masonry products.
On the truck route
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Doing the Valley Art Galleries

BY MICHAELE SHERRY

Altogether, there are three art galleries, several artist's studios, and an "unofficial gallery" in Carmel Valley. Following our exploration last week of C. V. 's newest, the Rada gallery at Los Laureles Lodge, we thought it would be nice to revisit the others.

Marion Wilson operates the Carmel Valley Art Gallery at White Oaks Inn. Open in the mornings from 11:00 to 1:00 p. m. and in the afternoons from 2:00 to 5:00 p. m. , the gallery is situated in a pleasant, cool, white building--one of the Village's earliest--near the post office. On the walls of its two rooms are paintings, drawings, and watercolors. Representative of the selection are works by Swanson, Warshawsky, Emery Macouillard, Teague and Corsaut. We found to be especially interesting two pen-and-ink drawings in meticulous detail of sailing ships by Hans Skaalegard, a sailor turned artist.

At the Rancho Del Monte Country Club are a few paintings in an "unofficial gallery" which includes the works of such well-known local painters as Ann Rugh, Margaret Ziegler, and Lona Issard.

The Valley Center Art Gallery is upstairs, more or less above Berg's. Run by Eugene Baker and his wife, Ann Rugh, it is one of the liveliest in the Valley. We were sorry no one was "at home" when we got there, because we would have liked to peek in. Next week we'll make another try and report what's going on there.

Cottage Inn Restaurant
Breakfast-Lunch-Dinner
moderately priced
7:30 am to 8 pm (closed Tues.)
DelFino Pl. C. V. Village

Road Hearing

(CONT. FROM PG. 1)

for the road that will keep as much as possible of its scenic potential.

September 11 falls on Wednesday, not a usual day for the Planning Commission to meet, but Monday of that week is Admission Day, and the Board of Supervisors must meet the following day. Ergo, September 11. Put that one on your calendar!

Rancho Tierra Grande

(CONT. FROM PG. 1)

planned for the square block bordered by Dorris and Berwick Drives, Center Street, and Carmel Valley Road. Leases are now being signed for various services and stores.

Sixty-eight sites for homes will be available in the first section, with a second unit planned for next year. Porter, who has been responsible for the development of a number of completed tracts in Carmel Valley, says that eventually there will be between 250 and 300 homes on the total 500 acres.

Most homesites will be bordered by "greenbelt" areas with horse trails. Owners may stable horses on individual homesites, but there will also be a boarding stable in a recreation area of about five acres, to include picnic grounds, at the rear of the project, Porter said.

Both Porter and Ed Hogan, developer of the new Hidden Valley project, are attempting to arrange with Stuart Halldorn, who owns the property separating the two projects, so that riders may eventually ride trail through the back country from Los Laureles Grade to Farm Center area.

One home is already under construction in Rancho Tierra Grande by well-known Valley builder Charles Strathmeyer. Several other local contractors plan to begin homes shortly.

SWIFTY

"I'm waiting for the doctor," said Tom, patiently.

VALLEY BUSINESS SERVICE

MONTEREY FENCE CO
LINK · PANEL · WEAVE · WOOD
CLYDE YEISLEY, OWNER — FREE ESTIMATES, FRONTIER 3-1563

Window Wonderland
PHONE EX 4-3316
BLINDS, CURTAINS, DRAPERIES
1173 Broadway, Seaside

Meadow Gold Products
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TRACTOR WORK
FARMING, WEED CONTROL, GRADING, LOTS CLEARED & LEVELED, ROTOVATING, LANDSCAPE PLANTING, LAWN WORK. OL 9—2457
C. J. MacGOWAN

Carmel Valley Disposal
No Muss No Mess, Call C. V. D. S.
FR 5-7601

800 ALPINE SEASIDE
LONG'S PLUMBING INC.
FR 5—6420

Peninsula Septic Tank Service
OL9—2838
SEWER AND DRAIN LINES CLEANED — 24 HR SERVICE

AILING HOUSE
PEST CONTROL
MA 4—8211
Herb Blanks - Gene Scheffer

CHANGE IN ADVERTISING POLICY

YOU MAY PLACE YOUR AD BY MAIL

WRITE YOUR AD HERE: _____

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NAME: _____ PHONE: _____

ADDRESS: _____

RUN THIS AD: 1 WEEK _____ 3 WEEKS _____

Your cost: Up to 20 words: $1 first week
$2 for three weeks
Over 20 words: 5¢ per word per week

CLASSIFIEDS MUST BE PAID IN ADVANCE

(Just put a check or dollar bill(s) in the envelope.)
The Carmel Valley Outlook
P. O. Box 285 Carmel Valley, Calif.

KITTEN SURPLUS

FREE TO good homes. Kittens, black, 6 weeks old. Call OL 9-2398. (25)

WANTED: Home for four black half-siamese kittens. For information call OL 9-2549. (24)

FREE: Three matched Maltese male kittens with character. Mother a blue point Siamese—father a Persian traveling man. FR 5-8633 (29)

SERVICES

JERRY GERSTL
TREE SURGEON

WOOD SPLITTING, FIREWOOD
GARDEN MAINTENANCE
LANDSCAPING
OL 9—2295 OR OL 9—2394

CUSTOM CABINET MAKING

by Journeyman Detail
Cabinet Maker
AL NORMAN
Designed and made
to your specifications
OL 9-4156

Mr. Clean Janitorial Service. Window washing, floor polishing and painting. Carmel Valley references. EX 4-4877, or Message Phone FR 2-1446.

BUILD, REMODEL, ADD a room. Free estimates. Licensed contractor. Frank E. White, EX 4-1939. (21)

Need help this summer? Hire a local student. Call Student Employment Service, FR 5-4191, a Community supported program. No Fee Charged.

SWIM LESSONS available. Individual only. All ages. Call Allegro Swim School, MA 4-3835. (29)

CRAZY OVER HORSES

FOR SALE: Sorrel, 10 yr. old gelding. Good for children. Better for teen-agers. $200. Call FR 2-3425. (21)

BOATS

FOR SALE: 8 ft. aluminum 'Fisherman' car top boat. Original cost $185, sacrifice $79. Call OL 9-2906. (19)

16 FT. RUNABOUT, 45 h. p. Mercury motor, with trailer & water ski equipment... $750. FR 2-1592. (22)

FOR SALE: BOAT -14 ft. sport run-a-about. Fiber glass, 18 h. p. Evinrude motor--with all steel trailer. Excellent condition, $400. Call OL 9-2598 or OL 9-2070. (22)

BOAT FOR SALE: 16 foot Wizard, fibreglass runabout. Excellent condition, 35 h. p. Evinrude motor. Holsclaw trailer, electric starting. Accessories include ladder, speedometer, water skis, deck chairs, fishing pole, holders. Price $1175. MA 4-2534. (21)

FOR SALE: 12' sailboat! Lateen rig. Aluminum mast, boom & spar. Cotton sail. Centerboard. Dunphy factory boat. Can also take light outboard motor. Includes trailer. Ideal for beginner. $165. MA 4-1608. (27)

FOUND

FOUND: Man's watch. May claim by identifying and paying for this ad. Call OL 9-2598. (28)

DON'T GET IN A "RUT", CALL.....

RUTTY EMPLOYMENT AGENCY

Affiliated: San Francisco • Sacramento • Los Angeles

OWNED AND OPERATED BY .....
DAVID RUTTY AND JOYCE RUTTY

CONFIDENTIAL AND COMPLETE SCREENING

10 W. GABILAN, SALINAS
TELEPHONE 424-9881

625 ABREGO, MONTEREY
TELEPHONE 373-1130

WEATHER REPORT

July 10-July 16

High-81 on the 11th
Low-45 on the 11th & 16th
Rainfall this season-0
last season-0

SITUATIONS WANTED

WANTED: Housework by the day. Prefer Monday, Tuesday or weekends. Call 394 - 5412 after 6 p. m. (28)

COLLEGE STUDENT, responsible, with local references, seeks summer work. Experienced at housepainting, gardening, rough carpentry. Has car. Carl Bernhard, FR 2-4672. (24)

A RESPONSIBLE mature woman, non-smoker or drinker, with own car, will house set, care for your pet, water your garden. July, August. MA 4-4654. (23)

WORK WANTED: Handy man with truck will haul anything, do carpenter repairs and split wood. Call before 9 a. m. or after 5 p.m. DU 4-8343. (19)

POSITION as live-in mother's helper or full time babysitter wanted by experienced High School Junior. Will also babysit evenings. OL 9-4122 (26)

WANTED: Day work. Have good references and own transportation. Call EX 4-3073 after 5 p. m. (25)

PETS

FOR SALE: Basset hound puppies. Real beauties. American and Canadian championship stock. Choose your puppies now. Call 624-8752.

WANTED: cast off aquarium. No longer usable for fish, but suitable for pet snakes. Call Alex Neel MA 4-2994. (23)

AKC registered wire fox terrier puppies for sale, 8 weeks old. MA 4-5244. (29)

DOG FOUND: Black Labrador female, about 4 months old. Found July 15. MA 4-8987.

FOUND: Red male Dachshund in vicinity of Oleander Garden Shop on Pilot Road. Call OL 9-2806. (29)

REFINANCE
Construction
Purchase

FINEST HOME FINANCING AVAILABLE

Exclusive agents for insurance and savings and loan in Carmel Valley. No fee or obligation for appraisal. Call anytime.

Kevin Walsh
OL9-4078

No Sale - No Charge Classifieds Please Readers But Flop Financially

When the Outlook began its "no sale - no charge" policy for classified ads last November, there were many interested comments. The two most frequent were, "What an original idea!" and, "It'll never work because NOBODY will pay you!"

Well, the cynics were right (as usual) and the more complimentary readers were mistaken. It wasn't an original idea at all, but one that has been tried for some years and with great success in several communities on the eastern seacoast.

It was only to be expected, perhaps, that Carmel Valley is DIFFERENT.

At least it was interesting to watch the growth of our classified page(s). When the present owners purchased the Outlook in January 1962, there were exactly three classified ads in their first issue. By November, '62, when the "no sale - no charge" policy was begun, there were 16 classified ads.

During the past four weeks, we averaged about 65 classified ads per week (not counting our also-growing new Real Estate section).

It is certainly nice to know so many people were interested.

BUT we are finding it utterly uneconomic to try to collect these small bills. The UNPAID file grows fatter and fatter. An amazing number of people -- even though they call and thank us for their good results and promise to come in and fork over -- just do not do so. We are sure they mean to, but after our earnest office manager, Lee Mixon, has spent time, stationery, and stamps to bill somebody three times for $1 or so, any possible profit has vanished.

Our new policy will be simpler. We suspect the number of classifieds will suddenly swandive -- but that will leave more room for news and more peace of mind for Mrs. Mixon.

The new classified policy can be found elsewhere on this page.

TRANSPORTATION

FOR SALE: 1944 Ford pick-up. Good condition. Inquire MA 4-2290. (24)

FOR SALE: '54 Buick Roadmaster. Must be seen to appreciate its clean, excellent condition. $350 or best offer. Call MA 4-1271 and ask for Miss Jackson. (21)

1955 OLDSMOBILE 88 4-door. Sound and smooth. Body fair, $262 includes automatic transmission, power steering and brakes, windshield washers, backup lights, hood and trunk lights, foot-controlled touch-finder radio with twin speakers. Dr. Seaton, 242-2265 at work, or FR 2-7989. (25)

FOR SALE to good home: 1929 Model A flatbed 1 1/2 ton truck. Doesn't run. Needs work on clutch, $60. Call MA 4-8978. (25)

FOR SALE: 1950 Ford panel truck in good condition. Call OL 9-2903. (27)

FOR SALE: 1960 Chevrolet Parkwood Station wagon. Phone OL 9-2468. (28)

LOST

LOST: Eye glasses & case. Desperately need same. Please call OL 9-2426. Charles Barker. (26)

WANTED

WANTED: Old copies of National Geographic Magazine. Call OL 9-2825 after 6:00 p. m. Mark Starr. (27)

FOR SALE

FOR SALE: 16 sets of used box springs and mattresses. Have been sterilized. Both twin and double sizes. $15 to $25 per set. Available for inspection at Carmel Valley Inn, or call OL 9-2261. (29)

FOR SALE: Typewriter in excellent condition, $15. Mrs. Sears-OL 9-2588 or OL 9-2531 evenings. (29)

FOR SALE: Perfection kerosene heater, $10. 659-4404. (29)

FOR SALE: POLAROID MODEL 150 with flash attachment and handsome carrying case. Like new, $80. 659-4142. (29)

FOR SALE: Freezer, upright, deluxe, 15 plus cu. ft., approx. 6 yrs. old. You haul for $95. Call 659-2480. (29)

FOR SALE: Globe of World on stand--18" diameter--new mail order, only $15. R. E. A., 762 Garland Dr., Palo Alto, Calif. (29)

FOR SALE: Single-door Coldspot refrigerator, 10 1/2 cu. ft., cross-top freezer, manual defrost. A-1 condition, $75. OL 9-2789. (28)

FOR SALE: Boys' English bicycle. "Phillips" 3 speed, hand and coaster brake. Good condition, $25. OL 9-2806. (29)

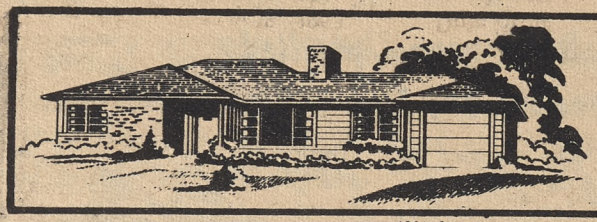
FOR SALE: wood clarinet, excellent condition, reasonable. Call MA 4-8051 after 6:30. (29)

FOR SALE: Crosley station wagon and motor, extra Crosley frame and wheels. Child carrier for bibycle, Zenith short wave radio, concrete block making machine, 12" speaker, Underwood portable typewriter. George Selvig, OL 9 - 2946.

FOR SALE: G. E. electric range in good condition. With deep well and one oven. Best offer. OL 9-2902. (29)

FOR SALE: Portable aluminum laundry cart, new, $5.00; floor or table Japanese Kasa lamp, new and lovely, $5.00; Electrolux vacuum cleaner, $15. Call MA 4-1139. (28)

MORE CLASSIFIEDS ON NEXT PAGE



Real Estate

RANCH STYLE FAMILY HOME with roses climbing over a rustic fence and a view of friendly mountains. Cozy living room, dining room and family room with two fireplaces and a barbecue, 3 bedrooms, 2 1/2 baths, sewing room, office-workshop, double garage, wonderful patio. Near village. $38,500.

TOWN & COUNTRY PROPERTIES

CV VILLAGE OL 9-2495

WHEN YOU WANT TO SELL...

LIST WITH

PORTER-MARQUARD REALTY

REALTORS

CARMEL VALLEY
659-2268

2 bedroom, 1 1/2 bath adobe home. Large family room, modern kitchen, patio. Landscaped.
$19,500

IRENE BALDWIN REALTY
1 West C. V. Rd. OL 9-2216

WANTED: One year lease or longer, unfurnished ranch type house with 2 or 3 bedrooms plus stove and refrigerator, with enclosed yard, no steps. For middle or end of July. $165 per month, 3 adults, references. Telephone mornings OL 9-4253. (29)

FOR RENT: 2 bedroom ranch home with beautiful yard. $125.00 Water free. Horse welcome. OL 9-2049 (29)

FOR SALE: 7 1/4 acres with summer cabin. Creek borders property. 27 miles east of Carmel Valley Village. Close to Los Padres National Forest. $13,900. OL 9-2456. (29)

Legal Notice

CERTIFICATE OF INDIVIDUAL DOING BUSINESS UNDER FICTITIOUS NAME

Know all Men by These Presents:

I, the undersigned, LYLE A. WINKLER, do hereby certify;

That my name in full is LYLE ANTON WINKLER and that my place of residence is Holman Road, Carmel Valley, California, that I am transacting business under the fictitious name of

VILLAGE PET SHOP

that I am the sole owner and proprietor of said business; that my principal place of business under said name is situated in the Village Shopping Center, Carmel Valley Road, Carmel Valley, California.

In Witness Whereof I have hereunto set my hand this 10th day of May, 1963.

(s) Lyle A. Winkler

STATE OF CALIFORNIA)
) ss.
COUNTY OF MONTEREY)

On this 10th day of May, 1963, before me, Helen M. Knight, a Notary Public in and for said Monterey County, personally appeared Lyle A. Winkler known to me to be the person who executed the within instrument and acknowledged to me that he executed the same.

WITNESS my hand and official seal. My commission expires April 29, 1967.

(s) Helen M. Knight
Notary Public in and for said County and State

(seal)

Date first pub: July 18, 1963
Date last pub: Aug. 8, 1963

Legal Notice

Mark I. Starr
Attorney at Law
P. O. Box 1645
Carmel, California
MA 4-1557
Attorney for Administratrix

IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA IN AND FOR THE COUNTY OF MONTEREY

In the Matter of the Estate of)
JOHN EDWARD OSTRANDER,)
Deceased.)

No. M181
NOTICE TO CREDITORS

NOTICE IS HEREBY GIVEN by the undersigned, EUNICE OSTRANDER PITCHFORD, Administratrix of the estate of JOHN EDWARD OSTRANDER, deceased, to the creditors of and all persons having claims against the said deceased, that within six (6) months after the first publication of this Notice, they either file them with the necessary vouchers in the office of the Clerk of the above-captioned Court, or exhibit them with the necessary vouchers to the said EUNICE OSTRANDER PITCHFORD, Administratrix, at the office of MARK I. STARR, San Carlos Street between Fifth and Sixth Avenues (or Box 1645), Carmel, California, the same being the place for transaction of the business for this estate in Monterey County, California.

Dated at Carmel, California, July 2, 1963.

(s) Eunice Ostrander Pitchford, Administratrix

(s) Mark I. Starr, Attorney for Administratrix

Date of first publication:
July 11, 1963
Date of last publication:
August 1, 1963

More Classifieds

FROM P. 11

FOR SALE: No. 5 hardwood block and tackle set with 50 feet 1/2" manila rope, new. $4.00. Telephone 624-1439.

FOR SALE: 750 ft. of used chicken wire, 6 ft. high. $20. Approximately 1 1/2 ton of Carmel stone, $25. Call 372-7883. (25)

GARAGE SALE: Girl's 24-inch Schwinn bike, band saw, Lionel electric train layout, 2 shot guns, deer rifle with scope, two drawer "antique" bureau with oval mirror, antique walnut rocker and antique three legged, carved wood potted plant stand approx. 4 ft. high. Miscellaneous furniture and odds and ends. Assortment of child's figurines in perfect condition from 5¢ to 10¢. Lilli Ann coat, ladies size 14 and girl's camel hair coat, age 10. Call OL 9-2313. (28)

FOR SALE: Attractive custom iron couch with single-bed innerspring mattress and bolsters, removable Osnaberg covers, $20. OL 9-2789. (28)

FOR SALE: Pullman wing chair, like new--cost $138, now $59; cocktail table, $19; occasional chair, $39; mahogany step table, $19. Call Ol 9-2906. (24)

FOR SALE: 1952 Olds engine. Completely rebuilt. New main & rod bearings, cam, cam bearings, lifters, rings, plugs, points & cond. Entire engine complete with exception of carburetor. $275.00 or best offer. OL 9-2860. (27)

FOR SALE: 8" Japanese made micro TV. 110 v. Ideal as second set or for bedside viewing. Only 16 lbs. Like new. Only used a few hours. $75. MA 4-1608 (27)

FOR SALE: Cosco play-pen in excellent condition. $18.00 Cosco Baby-Tenda table, $15.00. Call Mrs. Lockwood, MA 4-6676. (26)

FRIGIDAIRE ELEC. 40" range. Timer, auto. clock, storage drawer & warmer oven. $75. 670 Middlefield Rd., Salinas Calif. 449-4040. (26)

FOR SALE: 9 cu. ft. refrigerator and gas stove. Both in good operating condition. Call MA 4-7847 (27)

FOR SALE: Kenmore range with grill and fluorescent light with clock and timer in excellent condition, $50.00. 624-5561 (26)

MOVING-MUST SELL: Records, LP classical, HI-FI equipment with outdoor speaker, paintings both original and prints, books, ceramics, art objects, boys twin beds with foam mattresses and dressers. Also odds and ends. Everything must go. Can be seen at end of Meadow Place just off Panetta Rd. or call OL 9-4114. (25)

FOR SALE: DOUBLE BARREL, 12 gauge shotgun. For information, call MA 4-8364.

FOR SALE: Wood grain formica table & 4 chairs, $25. Call OL 9-2932. (23)

MUST SACRIFICE Thomas electric spinet organ, dual key board, 2 years old in A-1 condition. Call 659-4091. (28)

FOR SALE: FM tuner, Knight AFC, new, $36.50. OL 9-2757. (28)

FOR SALE: 26" mens, boys' bike. Hand brakes. No gears. $18.00 only. MA 4-1608. (27)

NEW MATTRESS? YOUR OLD ONE IS WORTH GOOD MONEY IN TRADE AT SWANS, VALLEY CENTER.

FOR SALE: Portable, stainless steel washing machine. Excellent for camping trips; almost new parrot or mynah bird cage. Call OL 9-4042 after 5 p. m. (24)

FOR SALE: Sleeping bag, Ranger type with rain hood, very slightly used. OL 9-4428. (24)

FOR SALE: Wood picture frames, mirror frames, and wall sconces. Handcrafted, goldleafed baroque style. Telephone OL 9-2398. (25)

to subscribe to the Outlook call Ma 4-8390

NEW TO CARMEL VALLEY?

Your Welcome Wagon hostess would like to call on you....

with information about civic, educational, and religious facilities in the area -- plus gifts from your civic-minded sponsors.

Alice Buckham
Box 4654, Carmel
Tel. FR 5-8155

PLUMBING SERVICE
C. V. Plumbing
(ERIC SCARLETT)
OL. 9-2866

One Stop Auto Service
Uzzell's Auto Service
AND
CARMEL VALLEY GARAGE
OLive 9-2491

700 ACRE CATTLE RANCH CARMEL VALLEY

3-Bedroom Home. Barn and Outbuildings

$150,000

RENO BRESCHINI
FARM BROKER

Soledad ORiole 8-2650

HACIENDA CARMEL

America's Finest Retirement Community...

HACIENDA CARMEL
IN SUNNY CARMEL VALLEY
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CARMEL, CALIFORNIA